

PENNEY BUILDING IS CREDIT TO FIRMS WHO ERECTED IT

Modern Features in Store Construction Used for the First Time in Torrance; Local Contractors Help in Work

Credit for the erection of the beautiful new store building for the J. C. Penney Company in Torrance should be given to Sidney J. Babcock, general contractor, and a group of sub-contractors, whose reputations for good workmanship and dependable materials has been recognized by the J. C. Penney Company.

The new store building embodies everything that is new and modern in scientific store planning and construction, and introduces many new features for the first time in Torrance.

There is no wood construction on the front of the building. Copper, galvanized iron and tile are used

THE BUILDERS

- General Contractor—Sidney J. Babcock, 201 North McLay, Santa Ana.
- Electrical Work—Torrance Electric Co., 1419 Marcelina Ave., Torrance.
- Plumbing—Torrance Plumbing Co., 1418 Marcelina Ave., Torrance.
- Lumber—Mullin-Hayes Lumber Co., 1752 Border Ave., Torrance; Bear State Lumber Co., 3229 E. Anaheim St., Long Beach.
- Hardwood Floors—Callahan Bros., 307 Wright St., Santa Ana.
- Millwork—Santa Ana Lumber Co., 4th and Artesia Sts., Santa Ana.
- Brick—Atkinson & Duclos, Western Ave. and 176th St., Gardena.
- Tile Front—M. D. Moffitt, 1200 Redondo Ave., Long Beach.
- Painting—A. J. Mitchell, 1932 Tilson Drive, Santa Ana.

exclusively in the front. The tile is of an uncommon variety, manufactured by Robt. Rossman, a New Jersey manufacturer of front proof tiles and one of the oldest firms in the tile business in the United States. New specifications of J. C. Penney Company store, according to Sidney J. Babcock, general contractor, require California tile products.

The original building plans called for pine floors throughout, but after careful study, the owners of the building decided to use clear maple flooring laid on full wood joists with a two foot clearance from the ground. This will prevent dry rot and any possible danger of termite infection.

The roof is a nationally advertised brand and carries a long guarantee.

The new building is 30 feet wide by 140 feet long. There is a mezzanine 35 feet by 30 feet, and an office balcony, 17 feet by 30 feet.

Details of the interior of the J. C. Penney Company building are given in another story in this section of the paper.

In commenting upon the construction of the new building, Sidney J. Babcock, general contractor said, "Owing to the fact that we were unable to obtain some of the materials and crafts in Torrance, it was necessary to go out of the community to get them. However, it is the policy of the J. C. Penney Company to require the general contractor who secures the job to give everything possible to the community in which the building is being built, providing of course, that all things are equal as to price and quality."

Elegant New Store Enhances Torrance

(Con. from Page 1, This Section)

On the left at the head of this aisle is the hosiery department. A display cabinet at the head of the aisle is decked with fine hosiery. Additional fine hosiery and more of the more every-day variety is found on the shelves behind the counter along the aisle. Women's and children's hosiery are included.

Other Departments
The next one encountered is the piece goods department, stretching the entire length of the room. First are silks, then woolsens, then wash goods and then white goods. Toward the rear are sheets, sheeting, towels and outtings.

At the rear is a greatly enlarged department devoted to a complete line of draperies and beddings. Comforters, pillows, blankets and fine draperies are featured. They are displayed on shelves and counters.

On the Mezzanine
Continuing to the mezzanine floor the ready-to-wear department is reached. This department is fitted with high quality linen carpets, soft and durable. In the center of the large room on the second floor tables carry displays of millinery. The walls are lined with display cabinets. At one side is a row of rooms where fittings can be made. Near the center is a special four-sided alcove mirror. This mirror contains three sets of glasses, so that three persons may use it without crowding. The glasses in each compartment are so arranged as to give views of the garment from several angles.

Throughout the entire building an unusually adequate lighting system is used. The lighting was arranged after scientific study had determined the number, location and size of electric lights that would give the maximum effect.

In addition to electric lights, a number of skylights and windows provide good sunlight. In the piece goods department, in particular, an unusually large skylight has been provided. These allow sunlight for the matching of colors. The entire building is very adequately ventilated. It is heated by

steam.

The ceilings are of steel and are strongly built. Every possible safety factor has been provided.

Fast Cash System
A carrier system for handling cash with seven carriers has been installed. This new system is among the most modern.

Penny Merchandise
More than 75 per cent of the merchandise handled in the store bears the J. C. Penney Company label, according to Buffington. This means that the merchandise has been manufactured under the direct supervision of the company, insuring uniform quality, he explained.

The display windows at the front of the store are particularly noteworthy and among the finest in Southern California.

Buffington Sees Big Future in Torrance

(Con. from Page 1, This Section)

able to do so, all labor on the construction work is contracted for among local builders, as it is the policy of the J. C. Penney company in all matters to co-operate with local interests wherever possible.

"We consider our stores to be an asset because they endeavor to bring constantly better values to the community; they furnish regular, dependable employment to local residents; they advertise heavily in local newspapers, and they are important factors in local community progress.

"A manager is not only expected to serve his community through the efficient management of his store but also to represent the J. C. Penney Company in the various civic activities furthering the development of the community. The success of the store he manages and in which he is co-partner, is bound up with the progress and development of the community, toward which the organization makes every effort to contribute."

Mr. Buffington extends a cordial invitation to the public to attend their formal opening Thursday, evening from 7 p. m. to 9 p. m., and all day Friday and Saturday.



"When Better Work Is Done Will Do It"

and attention to the on the new J. C. Penney in record time.

Torrance I 1419 Marcelina Ave.

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F. M. Buffington Torrance Store Manager Mullin-Hayes Lumber Co. 1752 Border Avenue Phone 61

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Science

Vanished Tribes

Since the days of the earliest California gold rush has sinister Death Valley, just north of the Mojave Desert, been a mecca for adventurers, prospectors, desperadoes. Only within the last few years has it been considered of real importance to the scientific world. Reason: it may have been inhabited by a strange race less than a century ago.

Although government archaeologists as well as University of California geologists have for some time been aware of the previous inhabitants of the vicinity, withheld for scientific reasons has been all information until a fortnight ago.

At Little Lake, Inyo County, presence of the curious people was first attested by strange rock carvings, paintings, pottery, beads, baskets, skeletons. Across the lake is a large rock carving of an ancient trail leading from Little Lake through Secretary Canyon, over the Sierras, into the San Joaquin Valley near Forterville. In existence long before the coming of white man was this trail. It is still used by packers and sportsmen.

On still another rock wall are numerous rude carvings that no one has succeeded in deciphering. The complete story of a mighty tribal hunter evidently do these hieroglyphics recite; they show figures of men in battle; in one place appears a trapped mountain goat. By means of some hard rock, probably arrowheads, were these pictures chipped.

Mately relating the history of the vanished race are treasure-filled rock caves that have been used for habitation. At the ancient burying ground have been unearthed thousands of heads of the sort brought to Florida by early Spanish explorers. These heads slowly traveled across the country in trade between native tribes, arriving in California perhaps a century later. Since wind and rain have washed off the top soil from the mysterious district, it is probable that the lost race had the belongings of the dead along with their cremated bodies. Clusters of the heads have been fused together by fire.

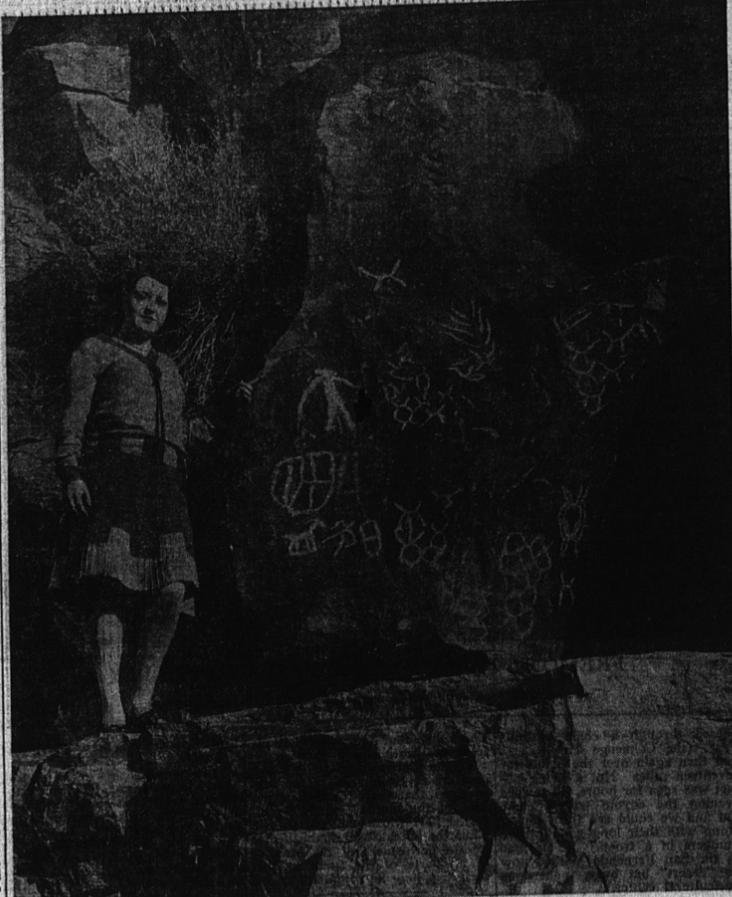
To prove that the entire Valley was once filled with water are a series of stone breastworks on a cliff six miles back in the lake. To repel the attacks of enemy canoes were these works, evidently built. Also it is possible that a great river once flowed through the Valley, that the people lived on its shores.

Almost simultaneous with this discovery was one made a fortnight ago at Stovepipe Wells, Death Valley. Here was found at last the gigantic cave which has been a legend with Indians and whites for three decades. Up to the time of the discovery, many a Death Valley prospector had told tales of a "great cave up in the mountain somewhere"; he would have previously referred to it as a "lost cave" and would have embellished his tale with weird stories of the finding of gold and Indian treasures.

Located in the Sheep Mountains is the mysterious tunnel cited by natives as "Cave of the Living Waters." C. H. Howard, who started the scientists of the University of California a year ago with a report of a cave filled with blue-eyed giants of a prehistoric race, gathered around a council table, has last admitted that the cave is in Death Valley rather than the Salton Sea area. The false report he gave out to keep the discovery unmolested until sufficient funds were raised for its complete study. Also he blasted and shut the mouth of the cave to keep out curiosity seekers.

Many and weird indeed are the Indian legends concerning the cave. Shoshone Indians recall a trip of several days made by their one-time chief along the stream in the cave. At last, declare they, he came out in a strange land where men used matches. Also they recall the disappearance into the cave of a beautiful Indian maiden pursued by her jilted lover. It was two years later that her body was washed up, perfectly preserved, onto the Death Valley flats.

Prepared by these tales for harrowing experiences were the explorers. After hours of climbing they came to a narrow ledge and the mouth of the cave. On entering their hats were blown off by the powerful gust of wind. On the chamber floors were bones; Indian drawings were on the walls.



INDIAN HIEROGLYPHICS NEAR LITTLE LAKE

Strange rock carvings, paintings, pottery, beads, baskets, skeletons.

dian drawings were on the walls. Far away they heard the murmur of water. Although held back by a cave-in, the expedition intends to make another expedition shortly. Financing it is H. W. Eichbaum who built the first road into the Valley. Inaccessibility of the cavern will necessitate weeks of trail building before men, tools, or supplies can be transported.

Women

Spouse Grey

She may be hidden from public notice by the fact that her husband is one of America's most widely known novelists, but Mrs. Zane Grey is steadily making for herself a niche in the hall of fame.

Rare even in this day of business and professional women is Mrs. Grey; she is a bank director. Moreover, she is the strongest controlling interest in the Altadena National Bank.

Prior to her adoption of the new calling, the wife of the famous novelist was chairman of the Altadena Library Board, instigator of many a civic movement. Newly elected president of the bank is Kenneth W. Robertson who has been financial advisor to the Grey family for several years. At the present time he is in Arizona with Zane Grey helping the novelist explore territory in search of material for a novel.

Mrs. Grey's position is unique, few women being numbered among bank directorates. Her qualifications for the position are widely known among business and professional people of the locality.

Precocious Simonton

Sending desperate criminals to prison can be a boring profession, sometimes, compared with typing typewriter keys all day long. Also, the right to a carefree day or so at a sunny California beach is worth more than fame as a successful young Assistant United States District Attorney.

Such are the sentiments of pretty 24-year-old Margie Robinson who is in Southern California to

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escape from a conspicuous career as a barrister, legal expert, heavy thinker. Like other girls does precocious Miss Simonton want to be for a while; to have no worries in her leisure hours; to hide the fact from the opposite sex that she can completely baffle, surround, confuse the gray matter of any young man she happens to meet.

At the tender age of 21 was Miss Simonton made first assistant to the United States District Attorney at Kansas City. Her job was prosecuting liquor and Mann act charges. She was highly successful; befittingly severe was she with the terrifying culprits.

Three years later, at the ancient and world-wide age of 24, she is in Los Angeles working as a law stenographer in the office of Rex Hardy, son of Superior Judge Charles Hardy. Now she gets Saturday afternoons off. She spends them at the beach instead of grubbing into dusty old law books.

Declared Miss Simonton last week: "I don't know when I'll resume practice, and I don't care much. This freedom from care is delicious. I don't want to say that the law is not a proper profession and for a girl—but anyway, I like California better."

burden of the fortune thrust upon him. No change in his present life will McCoy entertain; he will continue his career as a butcher. He may, however, "take a lay off now and then."

Deer Crash
For rest, recreation, Ventura's City Attorney Walter Fourt and his companion, L. H. Poulson, started last week on their way to hunt deer at the San Simeon Ranch (Hearst), located on the northwestern coast of San Luis Obispo. They were traveling northward from San Luis Obispo over a steep gravel road when their car skidded, hurtled over a 100-foot embankment.

Result: Fourt was taken, unconscious, to a San Luis Obispo hospital. Poulson was treated for serious cuts and bruises. The City Attorney sustained several injuries of the back, internal injuries, cuts, bruises. Both men were sent to their homes at Ventura to recover.

Prominent in Ventura newspaper headlines a fortnight ago (see News-Review, Sept. 9-16) was Attorney Fourt, for involved was he

in a heated campaign to eliminate slot machines, gambling devices. Accident Victim Poulson is Ventura manager of the Coast Wholesale Grocery Company.

Hermit Bush
For as long as anyone in El Centro can remember, old Henry Bush has been a hermit. Reluctantly would he ride to town for a few hours every day to carry on his business as a junk dealer. After the few necessary contacts with the world that was so distasteful to him, he would hasten back to his lonely little shack in the deserted hills near Seelye, seven miles away.

There, with an aged airedale dog for his only companion, life went on serenely, uneventfully. Not even a daily newspaper kept him in touch with the world.

One day last week, the aged hermit was found dead on the road to Imperial. His truck had swerved, thrown him to the ground. Pinned to his clothing was a silver dollar of 1877 coinage, on one side of which was a crudely scratched, "Henry Bush, born 1825, Bedford county, Pa." If the engraving was authentic, the man was 104 years old. Officials said, however, that he did not look to be over eighty-five.

Because of his advanced age, the man had been refused a driver's license, declared Captain Frank Oswald of the State Traffic Department. He was considered too feeble to operate a motor vehicle.

So vicious was the hermit's dog that when Deputy Coroner Charles Cockley entered the shack, he was forced to shoot the animal for self-protection. In the old man's belongings was \$1317.

Talbot's Carissima
Many a household in Southern California would be turned topsy turvy over the arrival of a new bicycle, to thrill other families, persons, it would have taken a new automobile. But it took no less than an imported yacht to bring real, genuine enjoyment to the home of one J. A. Talbot, moneyed tycoon of the Richfield Oil Company.

Last week, into the waters of the California Yacht Club steamed as trim a cruiser as has ever been seen on the coast. From Germany it had sailed across the Atlantic driven at a speed of 14 knots by modern, powerful Diesel engines. "Built at Kiel, Germany it is 184 feet in length, cost \$600,000 to build. Most luxurious seen in some time, the yacht's features included five separate bathrooms, all in different colored tiles. It was the J. W. Talbot yacht, and it was named by Richfield's tanker Captain Fred Alsager.

Cappy Ricks
That chances for marital happiness are enhanced by early marriage, many children, a bank account, ownership of a home, was the declaration of famed Captain Robert Dollar and his wife on their fifty-fifth wedding anniversary last week. The eighty-five year-old Mariner-Lumberman-Capitalist and Mrs. Dollar were congratulated by hundreds of friends, business associates, neighbors, relatives, children. Side by side in their beautiful San Rafael garden did they welcome the constant stream of visitors.

Besides being their own anniversary, the day marked the wedding of their granddaughter, Grace Dollar, to Francis Roy Keagle of Oakland. The bride of fifty-five years declared that if a woman is to make her husband happy, she must bear and forbear, stay in the home instead of entering into the business world.

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